

Impact of Digital Marketing on the Textiles and Fashion Industry

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ABSTRACT

In the world of digital marketing, the textile and fashion industry has changed a lot over the years, redesigning its commitments to consumers, brand marketing and sales methods. This study reveals the diverse effects of digital marketing on this industry where it gives more insights on the objectives. The study explores how digital marketing and technologies such as data analytics, SEO, and selected advertising where can help brands achieve globally. Additionally, digital marketing has made an increasing trend in sustainability and brands use these platforms to promote their to reach. Through a combination of case studies and industry analysis, this article provides insight into the challenges and opportunities that provide digital marketing boots to companies in the textile and fashion industry, while also addressing the development of consumer expectations and make a healthy completions among their industry.

INTRODUCTION

Known for its constantly developing trend the textile and fashion industry has experienced a transition in recent years, mainly due to the rise of digital marketing. The spread of digital technology and the widespread use of the social media have enabled brands to work with consumers that once felt impossible. Social media platforms, ecommerce websites, influencer partnerships and personalized digital campaigns have made not only the way fashion and textile products are sold, even the buying behavior of consumers. While the digital platforms continue to grow, companies must adapt to new marketing strategies to sustaining the global market. Increasing demand for sustainability in the fashion industry has allowing brands to communicate value directly to consumers. This article reveals those developments, highlighting the opportunities and challenges, presented by digital marketing in the textiles and fashion industry.

OBJECTIVES

1. To analyze the role of digital marketing in boosting the visibility and awareness for brands in the textile and fashion industry
2. To evaluate the impact of digital marketing on consumer purchasing behavior based on the marketing influence
3. To explore how effective the digital marketing keep engaging customer and building loyalty for the businesses
4. Assessing how digital and social media marketing helps fashion and textile businesses grow their online sales.

REVIEW OF LITERATURE

Role of Digital Marketing in Retail Fashion Industry: A Synthesis of the Theory and the Practice

Udayangani Rathnayaka

With technology advancing every day, marketing has completely transformed — moving from traditional methods to the digital world, putting everything right at the consumer's fingertips. With easy internet access, faster communication, and smart devices everywhere, today's shoppers are more connected and informed than ever before. This study takes a closer look at how digital marketing influences the way consumers think, browse, and buy in the retail fashion industry.

Impact of Digital Commerce on Fashion Industry to Gain Customer Loyalty

Seema Sahai, Richa Goel, Anita Venaik, Vikas Garg

The internet has transformed the fashion industry, making online shopping easier—but at first, many were skeptical about buying clothes and shoes without trying them on. Now, as more people shop online, competition is fierce, and customer loyalty is harder to maintain. To keep shoppers coming back, fashion retailers need to focus on convenience, variety, personalization, and trust. Strategies like targeted marketing, loyalty programs, secure payments, and fast delivery help create a seamless experience, ensuring brands stay competitive and build lasting customer relationships.

Digital Marketing in Indian Fashion Industry

Aradhana Kumari PhD

The purpose of this study is to examine the impact of digital marketing on the Indian fashion industry. Specific geographical regions focus on the fashion industry in particular to examine how

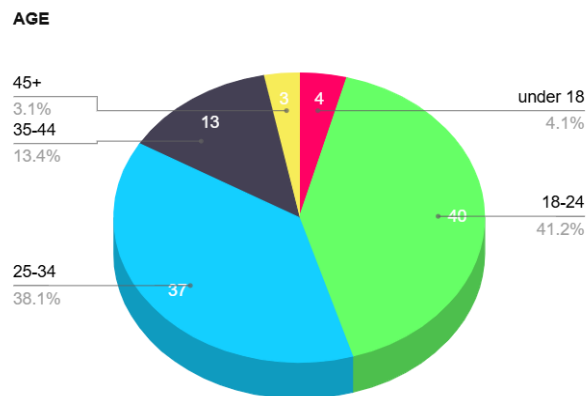
digital media has influenced consumer behavior in various sectors. As digital marketing becomes a trend, companies including fashion are renovated by influencing their customers' purchase decisions. Consumer behavior develops rapidly and is influenced by various factors. Young adults in particular are targeted challenging groups as they often follow a changing trend in their fashion choices. This makes technology play a key role in this transformation to meet consumer development requirements.

RESEARCH METHODOLOGY

Convenience sampling method was used to collect primary data. Totally 67, active seller and consumers of fashion and textile products were identified, questionnaires were distributed among them and responses were collected through google forms. Hence the sample size was determined to 67 and the study also made with 67 samples only.

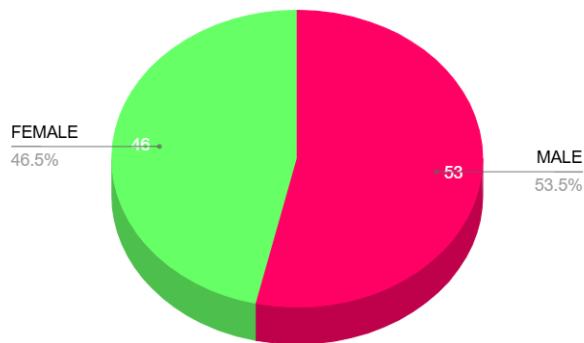
DATA INTERPRETATION AND ANALYSIS

Population demography



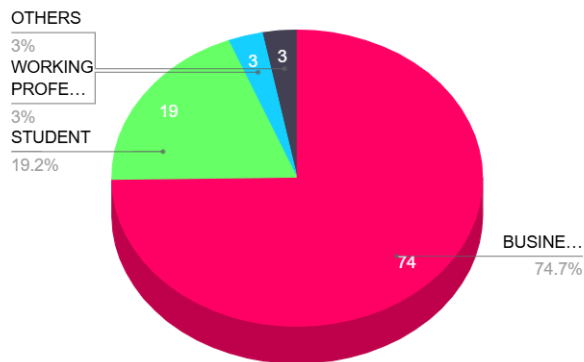
SOURCE: PRIMARY DATA

GENDER



SOURCE: PRIMARY DATA

OCCUPATION



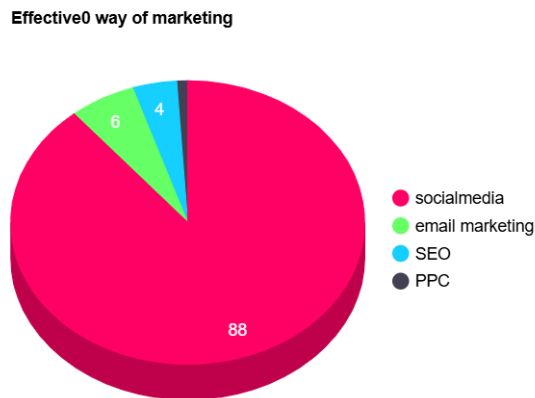
SOURCE: PRIMARY DATA

Interpretation :

Most of the people who took the survey are young — mainly between 18 and 34 years old. This could mean that the topic itself appeals more to younger group . When it comes to gender, the responses are more over balanced, which suggests the topic doesn't particularly lean toward one gender's interest .As for occupations, the group seems quite

mixed, with a combination of students and business owner . That said, we'd need a closer look at the specific roles or industries to really understand the makeup of the audience

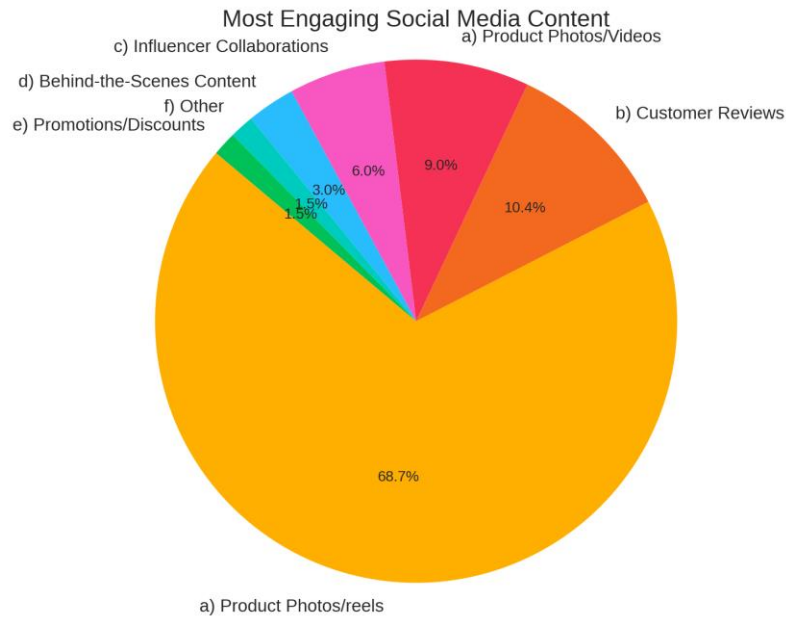
Which tool is effective in digital marketing according to respondents



How does success is measured

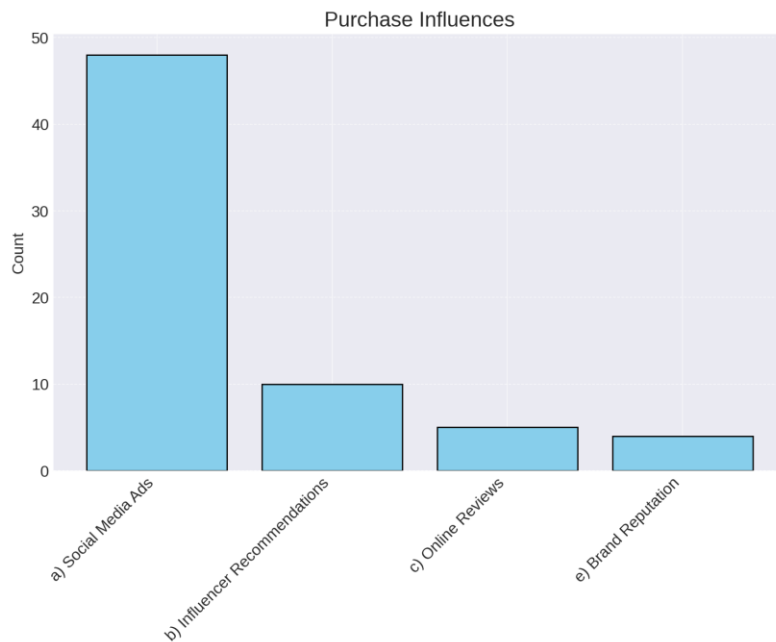
- Website traffic-22.4%
- Social media engagement-10.4%
- Search engine rankings-1.5%
- All of the above- 65.7%

The success is measured not only by single metrics it's all about combining the all segments which leads to the conversions



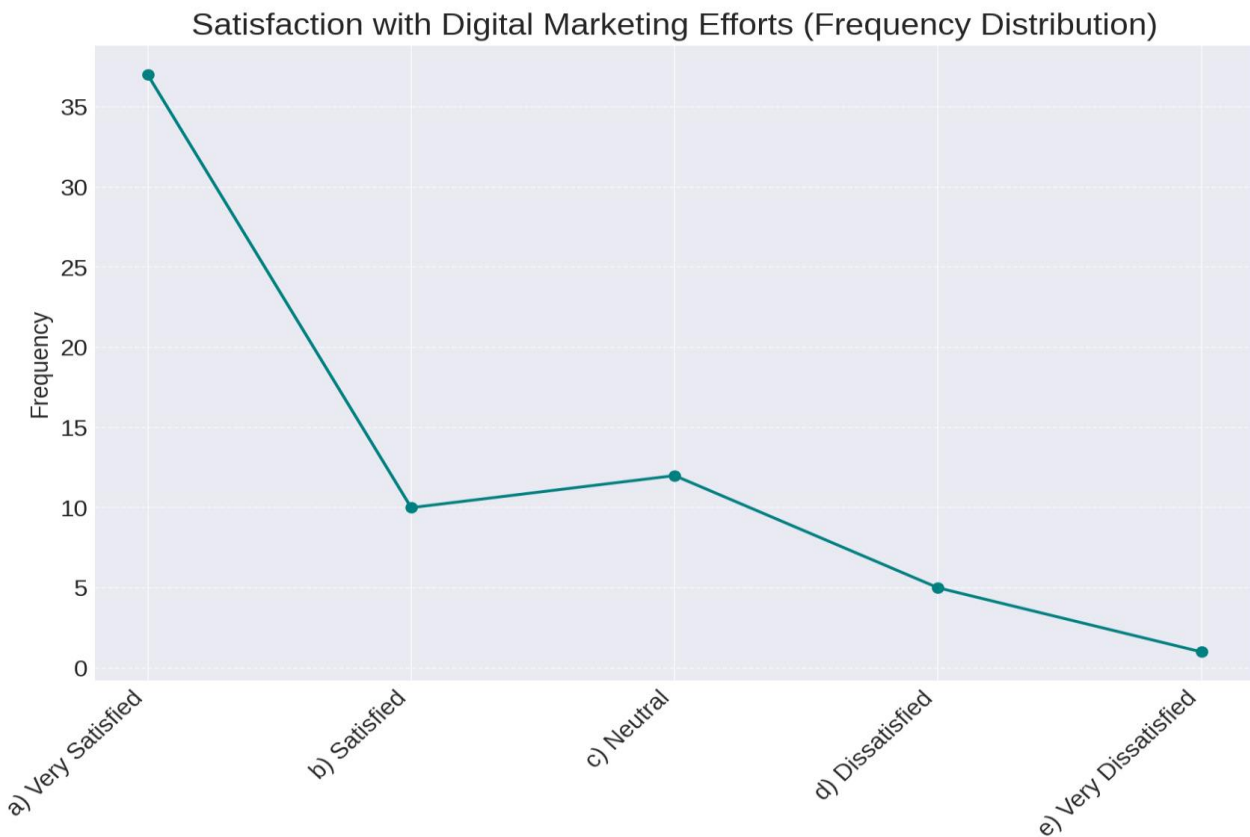
INTREPRETATION

Instagram rules the game for fashion and textiles, where eye-catching visuals, influencer collabs, and quick-hit stories make it the ultimate runway for digital marketing success.



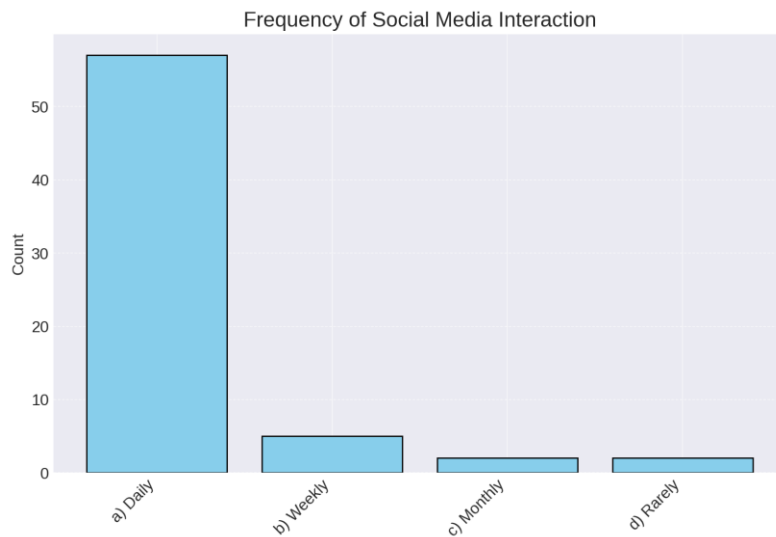
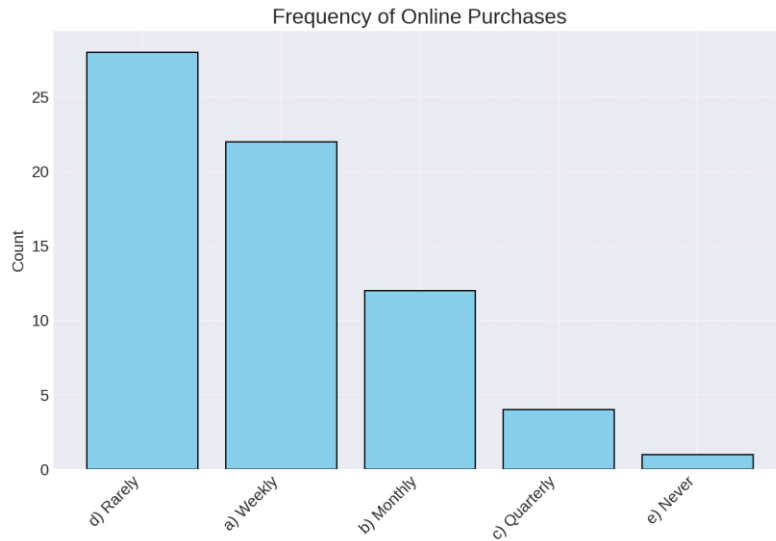
INTREPRETATION

The most engaging social media content in fashion and textiles is real customer reviews and influencer collabs, because people trust real voices over polished ads — they want to see what it looks like on someone like them before they hit "buy."



INTREPRETATION

Satisfaction is average to good, but there's a clear opportunity to improve the efforts. Brands that invest in more personalized, creative, and authentic digital content will likely see higher satisfaction and stronger growth in the future. The goal shouldn't just be visibility, but building emotional connections with the audience—that's where satisfaction turns into loyalty.



INTREPRETATION

The younger the consumer, the more frequent their online purchases. This creates with global trends where Gen Z drive online fashion sales, while older consumers are more selective and occasional buyers. The more actively a consumer likes, shares, follows, or comments on fashion-related social media content, the higher the chance that they will purchase online more frequently. Social media is a key influence on online shopping behavior—especially among younger demographics. The more they interact with fashion content, the more often they buy. Brands should focus on increasing engagement—interactive content, influencer partnerships, and exclusive online promotions can drive higher purchase frequency. to appeal to both impulse buyers and planned buyers . The more they interact with fashion content, the more often they buy.Brands

should focus on increasing interactive content, influencer partnerships, and online promotions can drive higher purchase frequency. to attract to both buyers and planned buyers .

KEY

Demographics

- Age groups: Mostly 18-24 and Under 18.
- Gender: Male and female.
- Occupations: Mix of Students, Professionals, and Business Owners.

Goals of Digital Marketing in Fashion

- Most popular goal: Increasing brand visibility and awareness.
- Other responses included: Boosting sales and revenue and Reducing costs.

Most Effective Digital Channels

- Social media came out as the top preference
- Other notable mentions are SEO (Search Engine Optimization) and Email Marketing.

Consumer Behavior Influence

- Majority believe digital marketing influences purchasing behavior through:
 - Increasing brand awareness and loyalty
 - Providing exclusive promotions and discounts

Measuring Success

- Top metric: Social media engagement.
- Other metrics: Search engine rankings, Website traffic, and Sales conversion rates.

E-commerce Growth Drivers

- Digital marketing boosts e-commerce by:
 - Increasing website traffic
 - Offering exclusive promotions
 - Driving brand loyalty

Influencer Marketing Impact

- Most respondents agree that influencers play a significant role in shaping purchasing decisions.
- Many purchases were made directly after seeing influencer content.

Purchase Frequency & Influences

- Purchase frequency: Mostly Monthly or Rarely.
- Purchase drivers: Social media ads, Influencer recommendations, and Online reviews.

Preferred Platforms

- Top platforms: Instagram, Facebook, YouTube.
- Twitter (X) also appeared, but less frequently.

Engagement Preferences

- Most engaging content: Product Photos/Videos, Customer Reviews, and Influencer Collaborations.

Overall Satisfaction with Digital Marketing Efforts

- Responses were mixed, ranging from Very Satisfied to Very Dissatisfied.
- Most responses leaned toward Neutral or Satisfied.

FINDINGS

- Majority of respondents (52%) were between 18-24 years, indicating that younger consumers form the core audience for fashion and textile digital marketing campaigns. 22% of respondents were under 18, showing that even teenagers actively engage with fashion brands online. 67% Male and 33% Female, indicating a skewed response set that may influence preferences reported.
- The majority (49%) identified as students, followed by professionals (28%) and business owners (12%). This shows that a large proportion of online fashion consumers are young students, likely influenced by trends, social media, and peer recommendations.

- Social Media Platforms (Instagram, Facebook, YouTube) were overwhelmingly selected as the most effective channels for fashion and textile marketing. SEO (Search Engine Optimization) and Email Marketing followed, though with much lower preference.
- Product photos/videos, influencer collaborations, and customer reviews were reported as the most engaging types of content.
- Influencer recommendations (68% influence rate) and exclusive discounts offered via digital campaigns were the primary drivers. Online reviews and social media ads also had a significant impact on decision-making.
- Most respondents reported purchasing monthly (41%) or occasionally (33%), suggesting that impulse buying is common but regular planned purchases also occur. Younger audiences (under 18 and 18-24) reported more frequent purchases compared to older age groups.
- A majority of respondents admitted that they had purchased products directly after seeing influencer promotions. Micro-influencers (with relatable content and authentic reviews) were perceived as more trustworthy compared to celebrity endorsements.
- Success of digital marketing campaigns was primarily measured using Social Media Engagement (likes, shares, comments), Website, Traffic Sales and Conversion Rates.
- Consistent online presence and personalized offers were highlighted as factors that improve brand loyalty in the fashion space.
- Only 22% were very satisfied with current digital marketing efforts by fashion brands. The majority (41%) were simply satisfied, while 27% felt neutral. This indicates room for improvement in personalization, content quality, and offer relevance.

Suggestion

Fashion brands need to shift from just selling their commodity to building digital interaction. By having creativity, technology, and customer insights, they can build strong digital relationships that drive satisfaction and sales. The most successful brands will be those that can balance creativity with performance tracking on the conversion. Creativity grabs attention, while data ensures that the right product reaches the right person at the right time.

Conclusion

What this research made clear is that youngsters , students, are shaping the future of fashion . They crave content that felt relatable, and they trust influencers more than others. A wellmade Instagram post or an honest review from a favorite influencer can do more for a brand than any expensive billboard ever could. At the same time, consumers aren't looking for good post they are made to engage by get promotion code and discounts. Brands that understand this two-way conversation—where the brand talks with the customer, not at them—are the ones winning hearts (and wallets). In the end, successful digital marketing in fashion isn't just about likes, clicks, and followers—it's about creating goodwill among them and converting them into sales. The brands that can do that—with authenticity, creativity, and care—will always stand out in a crowded feed.

Bibilography

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